



ATLANTA CITY COUNCIL

CATHY WOOLARD
PRESIDENT

04-C-0521

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March 15, 2004

Ms. Rhonda Johnson
Municipal Clerk
City of Atlanta
55 Trinity Avenue – Ste. 2700
Atlanta, GA 30303

Dear Ms. Johnson,

It is my pleasure to submit Ms. Michele Reiner as my appointment to the City of Atlanta's Keep Atlanta Beautiful Commission. I have attached a copy of Ms. Reiner's resume for consideration.

Please do not hesitate to contact my office should you require any additional information.

Best regards,

A handwritten signature in cursive script, appearing to read "Cathy Woolard".

Cathy Woolard
President, Atlanta City Council

CONFIRMED BY

APR 19 2001

COUNCIL

MICHELE M. REINER

1336 Pasadena Avenue - Atlanta, Georgia 30306 - (678) 427-1922 - michelenap@earthlink.net

WORK EXPERIENCE

Executive Director, *Cool Girls, Inc.; Atlanta, GA*

10/03 - present

- Provide strategic leadership and direction for Cool Girls Inc., an organization dedicated to the self-empowerment of girls in low-income communities through a holistic model of out-of-school programs.
- Create and oversee a \$1,050,000 budget including fundraising, financial management and planning.
- Provide leadership and support to an 13 person staff and a 25 person Board of Directors, ensuring a goal oriented and continuous improvement approach achieving the organization's mission.
- Develop long-term strategic business plan focused on bringing the Cool Girls model to scale while maintaining the integrity of programming.
- Organizational awards and accolades during tenure: Oprah's Angel Network: Use Your Life Award, Edna McConnell Clark Foundation: Youth Development Fund Member, Greater Atlanta Community Foundation: Managing for Excellence Award.

Independent Consultant; *Atlanta, GA*

4/01 – 11/03

- Customized work for clients i.e. Morehouse School of Medicine, Sandy Springs Historic Community Foundation, Hands On Atlanta, Action Without Borders and the JANX Foundation.
- Skills and projects include fund development, board training, program development, event planning, and staff coaching/development.

Associate Director, *CityCares; Atlanta, GA*

6/99 – 4/01

- As Chief Operating Officer, oversaw day to day operation and management of CityCares, a national non-profit working to increase citizen service and civic engagement through 28 local affiliate organizations and their 210,000 volunteers.
- Garnered support of corporate, foundation, and federal funding communities, leading drive to increase budget from \$85,000 (FY 1998) to a projected \$2.2 million (FY 2001).
- Expanded communication and marketing strategies to influence field of volunteerism, national service and civic engagement.
- Built strong relations with affiliate Executive Directors and CityCares board members.
- Set vision, framework and sustainability plan for national programs expansion and national partnership development. Current large-scale initiatives: bridging the digital divide, increasing civic involvement and engaging persons with disabilities in service.
- Initiated and oversaw development & funding of a national web-based data management system - a 3 year, million dollar project set to beta launch in Fall 2002.
- Created and led growth strategy for affiliate expansion, including piloting international efforts in the UK.
- Additional responsibilities included: hiring/managing staff, creating organizational culture, developing human resource policies and procedures, ensuring fiscally sound accounting systems and reporting, directing and leading all annual and strategic planning.

Director of Programs, *CityCares; Atlanta, GA*

3/99 – 6/99

- As first full time staff person in 6 years, reinvigorated the headquarter office and put the board's strategic vision into action.
- Developed and initiated a menu of tangible benefits for local affiliates, including technical assistance and support, annual conferences and training, Executive Director retreats, start-up manuals, list serves and a biweekly newsletter.
- Spearheaded national evaluation and impact assessments.
- Developed programs and partnerships with other national organizations (i.e. America's Promise, CNCS, Youth Service America, Social Venture Partners, Points of Light Foundation . . .) to support respective missions.
- Implemented a new dues structure marking the first time affiliates contributed financially to the national organization.

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EcoWatch Program Director, *The Atlanta Outward Bound Center; Atlanta, GA* 5/96-2/99

- Managed an AmeriCorps program committed to environmental service and youth leadership development.
- Responsible for increasing program size and outputs by 30% over a 3-year period, while maintaining a quality product.
- Oversaw annual budget of \$470,000, including responsibility for writing AmeriCorps and other grant proposals.
- Organized service projects with over 75 public, non-profit & educational institutions providing 200,000 hours of community service in the areas of community greening, environmental service learning and stream bank restoration.
- Created an experiential curriculum to guide process of utilizing the service experience for leadership development/team building.
- Documented, evaluated and reported outcomes to the Corporation for National Service, Outward Bound and other supporters.
- Planned and executed recruitment/hiring strategy to ensure diverse group of 9 staff and 100 members over 3-year period.

EcoWatch Project Coordinator, *The Atlanta Outward Bound Center; Atlanta, GA* 11/94-5/96

- Developed/planned environmental service corps focusing on teaching young adults leadership skills through community service.
- Conducted a needs assessment to determine the critical environmental issues facing the Atlanta community.
- Established partnerships with local environmental organizations to collaborate on the design of service projects.
- Designed and facilitated orientations, trainings and environmental leadership curriculum for program participants.
- Created systems, including necessary tools, to evaluate program goals and objectives.

EDUCATION

COLUMBIA UNIVERSITY SCHOOL OF SOCIAL WORK, *New York, NY* 1992-1994

- Masters degree in Social Work. Emphasis on program development, management and evaluation (3.9 GPA).

DUKE UNIVERSITY, *Durham, NC* 1988-1992

- BA in Psychology.

ADDITIONAL

- Workshop Presenter at venues such as: National Community Service Conference, International Conference for Volunteer Administrators, Girl Scouts of the USA National Meeting. Topics include: 'Volunteering: A Bridge to Understanding Diversity', 'Service Learning' and 'Volunteering in the 21st Century'.
- Volunteer activities include: Atlanta Outward Bound Center Strategic Planning Committee, United Way Speakers Bureau, Atlanta Women's Foundation Grant Making Committee, Duke University Atlanta Alumni Admissions Advisory Committee.
- Honors: WLA Georgia's 100 Most Powerful and Influential Women 2004, CCFA 2004 Woman of Distinction, 'Michele Naporano Emerging Affiliate Award' distributed by CityCares, NSLI Executive Program graduate.
- Memberships: Atlanta Women's Network, Atlanta Women's Alliance, Environmental Education Alliance Advisory Council, Kiwanis Club of Atlanta.
- Skilled at facilitating team building initiatives and low elements ropes courses.

RCS# 5611
4/19/04
5:35 PM

Atlanta City Council

Regular Session

MULTIPLE 04-C-0349, 0350, 0516, 0517, 0518,
 0520 AND 0521
 CONFIRM

YEAS: 13
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 0
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Mitchell
Y Starnes	Y Fauver	NV Martin	Y Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	NV Muller	Y Boazman	NV Woolard

MULTIPLE

04-C-0521
(Do Not Write Above This Line)

A Communication by Council
President Cathy Woolard:

Appointing Ms. Michele Reiner
to the City of Atlanta's Keep
Atlanta Beautiful Commission.
This appointment is scheduled
to begin on the date of Council
confirmation.

CONFIRMED BY

APR 19 2001

COUNCIL

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☐ PERSONAL PAPER REFER

Date Referred 3/15/01

Referred To: Committee on Council

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee _____
Date 3/30/01
Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members
Cathy Woolard
Michele Reiner

Refer To _____
C. C. _____

Committee
Date 4/19/01
Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members
Cathy Woolard
Michele Reiner

Refer To _____
C. C. _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

CERTIFIED

APR 19 2001

COUNCIL PRESIDENT PROTEM

CERTIFIED
APR 19 2001
MAYOR'S ACTION

- FINAL COUNCIL ACTION
- ☐ 2nd ☐ 1st & 2nd ☐ 3rd
- Readings
- ☐ Consent ☐ V Vote ☒ RC Vote